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Allen's

1949 Book of Berries

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MIDLAND

Outstanding
new early berry



Good Plants for Good Crops

The Plant Situation . . . 1949

Good strawberry plants, the kind that will produce a big crop of luscious berries in your garden or commercial planting, are offered to you in this 1949 berry book. The growing season in the summer of 1948 when these plants were grown was not too good—too much rain. Fall weather was fine, enabling the plants that were made to develop good strong crowns and very fine root systems. The total supply of plants is not quite up to normal. Of the leading varieties there seem to be ample stocks of Premier, Fairfax, Fairpeake, Temple and Blakemore. Others of the eight or ten best kinds, like Midland, Catskill, Chesapeake, Redstar and Sparkle, are more abundant than last year but still way under the 1947 supply. Everbearing varieties, except Gem, are still very short. Let us urge you, therefore, to place your orders early to be sure of getting the varieties you want.

The demand for good strawberries still exceeds the supply. In the war years, when we had price ceilings, the prices of all the good berries and most all the fair and even poor berries crowded up toward the ceiling. For the last year or two good berries have sold on all markets at a profitable level of prices even with the increased costs of production. (See table page 4.) Common berries, however, are beginning to bring prices in line with their quality, which prices may not always be profitable unless yields are quite high and cost of production low. This emphasizes the need for good well-prepared soil, good plants of the best varieties and practical common sense methods of growing and marketing. This 1949 berry book is written for the purpose of helping you grow good strawberry gardens and produce profitable commercial crops of berries, knowing that if we can do this you will continue to buy our good strawberry plants.

Among the things in this book to which we call your special attention are: Collections, pages 28-29. Common Sense Methods, pages 24-27, and Accurate Variety Descriptions, pages 8-23 inc.

Many thousands of our old customers and friends know something about who makes up the W. F. ALLEN CO., from information printed in our annual berry book from time to time. For many other thousands who have been added to our list in recent years we want to say that our firm consists of W. F. Allen, "Pop", wise in the ways of growing strawberries and strawberry plants from his 64 years of experience; Mrs. W. F. Allen, "Mom", a help-mate for over fifty years, although not active in the business for the last few years; Fulton W. Allen, W. Lee Allen and Albert G. Allen, who were trained by "Pop" from their boyhood in this business, and who themselves have an adult experience of over 30 years each. We appreciate your past business and look forward with pleasure to serving you again this year.

PICKING THE WINNERS

Early Premier

The safe early strawberry. Frost proof. Has produced a crop every year for 32 straight years since its introduction. Very productive, profitable, and popular in all Northern and Middle States. Allen's Premier—an amazingly vigorous strain!

Fairfax

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South. Where quality tells, Fairfax sells!

Midland

Outstanding New Early Berry. Equals Premier in vigor, productiveness. Berries larger, firmer better quality than Premier. Best of all for freezing. **Blakemore**, light and quite tart, is a fine early shipping berry adapted chiefly from Maryland South. Blakemore is the great southern shipping berry.

Midseason Catskill

The leading midseason berry. 16 years without a crop failure in most sections. Heaviest producer of any leading variety—more big berries than any other. Good quality, firm, attractive. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe.

Temple

First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. **Big Joe**, a fine old variety. Still good but giving way to newer, more productive kinds. **Sparkle** and **Robinson** proving themselves in certain sections in the North and Middle West.

Late Chesapeake Fairpeake

The aristocrat of Strawberries. For years highest selling late berries. Large, firm, very beautiful, fine quality. Considered shy plant maker but our present strain has always made plenty of plants. Most profitable late berry in many sections.

Highest quality—as good as Fairfax. Berries large, firm, beautiful. A new berry destined to become a leader. Worthy of its noted parents—**Chesapeake** and **Fairfax**.

Very Late Redstar Everbearing Gem

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds.

Better than Mastodon with us. More productive, more profitable, berries prettier, better shipper, equal in quality. Not as good as Mastodon for spring crop.

Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use or market. A good spring cropper in addition to summer and fall berries.

STRAWBERRIES—The Best Money Crop



Crate of Fairpeake—Berries like these Always Pay

You will note from the market table, published at the bottom of this page, that the price obtained on the New York wholesale market throughout the season was high enough for good berries to allow for increased cost of production and still make a large profit.

A number of things are responsible for the continued high price and profits in growing strawberries.

Everybody is a strawberry consumer because everybody likes them.

Increase in population greatly increases the demand over prewar years.

Home and commercial freezing increases year round use of berries.

No mass production possible, much hand work always necessary.

Good Strawberries Pay Let's Keep It That Way

(1) **Don't try to grow too many.** A planting of one-half or even one-fourth of an acre up to three or four acres is the solid type of investment. For a part-time grower (full time in picking season) or for the man who uses strawberries as a main money crop along with poultry, vegetables, or other farm or fruit crops, this size planting will mean real money—with a minimum of risk.

(2) **Have some berries every year.** Don't try to out-guess nature, economic conditions, the plans of thousands of other growers by trying to hit the good years. It just doesn't happen that way. Have some good berries every year. Good beds can be carried over one year rather successfully if prospects are bright. Don't skip setting some plants every year. Remember what "Pop" (Mr. W. F. Allen) tells us, "No matter how prices are, you can't make any money unless you have some berries to sell."

(3) **Use Common Sense Methods.** Select your best land and get good plants of the finest varieties; give them good care, hoeing, fertilizing and cultivating.

(4) In marketing follow the plan which looks like it will give you the greatest net return: shipping to wholesale markets, selling to processors, small town

markets, truckers, roadside market, or letting consumers come to your patch and pick the berries themselves. For "at the farm" sales sometimes an ad in the local paper or a radio spot announcement will bring customers to you in crowds.

Good Berries Will Pay On Any Market Day

Highest and lowest sale prices for berries on New York City's wholesale market at random dates during the 1948 shipping season.

Date	States Shipping	Lowest Price	Highest Price
May 10	North Carolina	.20	.50
May 13	N. C. & Va.	.22	.50
May 17	Ky., N. C., Va. & Md.	.20	.46
May 21	Md. & Va.	.30	.75
May 26	Md., Va., & N. J.	.25	.60
June 4	Md., Del. & N. J.	.20	.75
June 11	N. J. & N. Y.	.20	.65
June 18	N. J. & N. Y.	.20	.65
June 23	N. J., N. Y. & Conn.	.20	.60
June 29	N. J. & N. Y.	.15	.50
July 9	N. Y.	.20	.65

The average price was much nearer the high figure than the low.



*Strawberries Pay!
With plants like these.*

ALLEN'S PLANTS PAY!

The rewards you will get from your time, thought, money and effort in growing strawberries in the home garden or commercially will depend on what you can get the plants to do. It is obvious that the best plants you can get are the ones you should use.

We honestly believe that Allen's strawberry plants are the best plants you can get, because we have long years of experience in growing and producing good plants and because we are the only fairly large nursery in the country growing and selling no other nursery crop except strawberry plants. We should do this one thing better than those who grow and sell a large number of products. We are positive you will find on the average no plants superior to Allen's plants, few if any equal to them.

Allen's plants are well grown, heavily rooted, healthy, true-to-name, robust, full of vigor, and well packed to reach you with their great vitality unimpaired, ready for quick starting, rapid growth and full production.

PENNA. "All your plants have been of the highest quality. I have recommended your plants to my friends and they too have been well satisfied. They will be steady customers too."

K. Britton, Erie Co., Feb. 20, 1948.

IND. "The order of strawberry plants arrived on the 19th and were set yesterday. We were proud of the nice plants and not a one was even wilted. We are looking forward to enjoying the fruit another season. Thanks for the prompt service."

J. E. Turpin, Madison Co., April 21, 1948.

MASS. "Plants that bore last year were magnificent. Wish I'd had a color film to take a few pictures as I'm sure they excelled the ones in the catalogue!"

Mrs. Gerald Wheeler, Berkshire Co., May 26, 1948.

NEW YORK. "The 5,000 strawberry plants arrived in perfect condition and I want to take the opportunity of telling you how pleased we were with them. I've never seen nursery plants of any better quality or condition than you shipped to us this year. From now on we will buy our plants from Allens."

W. L. Dinsmore, Essex Co., Apr. 24, 1948.

OHIO. "I have over 1,000 strawberry plants that I bought this spring. I did not lose one single plant."

Harold Walter, Cuyahoga Co., Aug. 5, 1948.

VIRGINIA. "Please advise if you can ship me 100 strawberry plants, 50 Premier and 50 Fairfax. Plants bought of you have always been satisfactory. I hate to buy elsewhere."

Mrs. Wiley M. Cecil, Henrico Co., Apr. 13, 1948.

Ideal for the Home Garden

STRAWBERRIES!

The desire for strawberries is universal. They look so good, they taste so good, they are so good that in strawberry time strawberries are just accepted. They belong! If you don't have them, you buy them. Notice in how many magazines advertisers are suggesting and picturing a combination with strawberries to help create a desire for the cereals or other food products they are selling? Strawberries fresh from your own garden will please every member of the family.

Strawberries are so widely adapted as to soil and climate that every garden in the land should have a strawberry bed.

What else can you grow that would prove so popular with every member of the family?

What else from your garden can be so appealing to the eye, so delightful to taste, so useful as a food, and so very popular as a dessert?

What else in your garden can be enjoyed in so many ways—fresh berries, preserves, canned, in strawberry short-cake, in fruit juices and punch, as a flavoring for ice cream, etc.?

What else can equal a box or two of luscious berries to surprise and delight your friends and neighbors?

Remember! Strawberries need less time to start producing than any other fruit crop. Strawberries bear earlier in the spring than any other fruit crop, earlier in fact than most so-called early vegetables. Strawberries provide one of the best of all sources of Vitamin C, containing on the average twice as much Vitamin C per unit of weight as oranges and grapefruit, three to four times as much as ripe tomatoes. Vitamin C can not be stored up in the body but must be added to the diet at frequent intervals. Remember, too, that with a home freezing unit or rented locker "fresh" strawberries from your own garden can be held for all their many delightful uses throughout the year, and incidentally supply regular needs of Vitamin C in an "easy to take" form.



The Family Business Crop

STRAWBERRIES!

Most strawberry gardens should be much larger than they are. A little extra space planted in strawberries will provide a family business in which all can help and all can share. Part-time workers, or those with short working hours, can help in a family strawberry business with gain both to health and purse. The work is light and healthful so that old folks who want to maintain their usefulness can do so without injury to themselves. Youngsters, too, can help with the hoeing and picking as well as selling the fruit. Nothing is better adapted to giving young people a sense of responsibility than some work which they can perform and some share in the rewards which come from their work. No crop has more eye appeal or is easier to sell than fancy berries, at the roadside near the home, to friends and neighbors, to local stores and eating places, as well as to the truckers and hucksters who will come to the farm and buy.

Mr. William R. Krinn of Allen Co., Indiana, whose picture enjoying his strawberry garden appears on this page, wrote us in March, 1948 as follows: "Growing berries is a hobby of mine from which I have received enjoyment, satisfaction and profits. The plants I got from you people exceeded my highest expectations. All the plants are good, including the extra free ones. We picked almost 400 quarts, sold 275 quarts at 55c without cutting the price even to the last picking. Our customers informed us they were well worth the price."

Read below what others are doing along this line:

MASS. Thought you might like to know how I made out with your strawberry plants I got from you sometime ago. I only intended them for the home but they produced so many berries we could not use them all. We gave many quarts to friends, and my boys sold nearly \$50.00 worth.

T. West, Essex Co., Jan. 20, 1948.

MISSOURI. The Midland were outstanding here last year. I sold \$103.00 worth of berries, and put 66 quarts in my locker. We gave several boxes to our friends—all from 200 plants. The quality of this berry is very good. Best I ever saw.

F. N. McCulley, Howard Co., Feb. 10, 1948.

NEW YORK. Under unfavorable weather conditions I sold \$250.00 worth of berries, besides a nice freezer full for myself, so I can have shortcake twice a week until berries come again. I recommend strawberries for good health and profit from Allen's.

Charles Brinkman, Genesee Co., July 12, 1947.

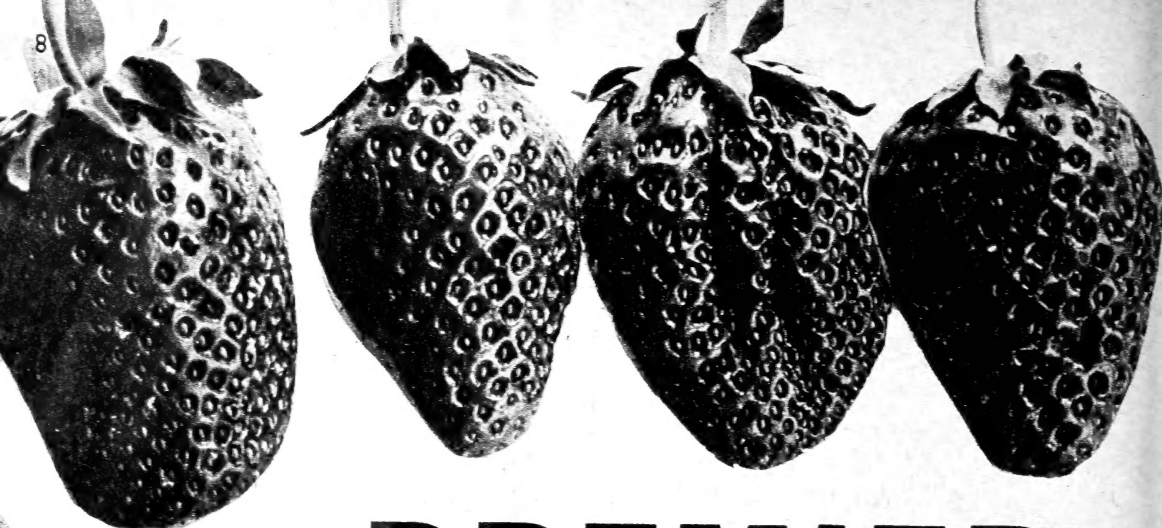
PENNA. From the 500 Fairfax plants we picked over 900 quarts of luscious berries and sold about 800 quarts, using the rest ourselves. Believe me, we were tickled pink with the results.

*C. V. Burchfield,
Venango Co.,
July 5, 1948.*

UTAH. I bought 300 strawberry plants from you in 1946 and in 1947 sold \$150.00 worth of berries from them. Allen's plants are the best!

*Wm. H. Garner,
Weber Co.,
March 8, 1948.*





PREMIER

The Safest Berry You Can Plant

BIG CROPS FOR THIRTY-TWO STRAIGHT YEARS

Most popular berry in all the Premier territory. This includes all the middle and northern states, as far south as Virginia and the high altitudes of North Carolina and Tennessee; west across the Mississippi valley and north into Canada. The more severe the climate the more secure is Premier leadership. During the last few years various state experiment stations and the U. S. Dept. of Agriculture have developed and listed thousands of new seedlings out of which eight or 10 excellent new varieties have finally been selected. In the territory indicated Premier is the one variety that these new selections have to beat. Some of them, in certain parts of the area, are replacing Premier to some extent but in the over-all picture *Premier is still the Number One berry.* As a matter of fact, Premier is either the parent or grandparent of practically every single one of today's leading new varieties.

WHAT IS PREMIER LIKE to have and to hold this leadership for so long a time over such wide territory?

First and foremost **Premier** blossoms are practically frost proof. You are sure of getting a crop.

Premier plant growth is extremely healthy, although not as vigorous as some of its descendents.

Premier plants are very productive, ranking at the top with Catskill and Midland in size of crop produced.

Premier berries are good in quality, although not as good as Fairfax, Fairpeake or Midland.

Premier berries are medium to large in size, but not as large as Catskill and Midland.

Premier berries are moderately firm, but not as firm as Midland or Fairfax.

Premier berries are very attractive, but not as beautiful as some of the fancy new berries.

Premier berries are well shaped, some of the first ones being slightly ridged (see picture).

Premier berries are better quality, larger, firmer and more attractive when grown in New England, New York and Pennsylvania and other northern states than when grown in the southern part of the "Premier territory" described above.

No variety is perfect. One weakness of Premier is that the berries hug the ground so closely that in hot, wet fruiting seasons Premier berries tend to rot too much if the plants have been left matted too thickly. On the other hand Premier sets so many fruits that in very dry years the plants are unable to size properly the last part of the crop. Some growers have indicated that Premier does not make a good fruiting bed unless conditions are just right. We believe this last can be overcome with our strain of Premier plants. We have been setting the very best plants from over 25 acres of Premier grown each year so that the Premier we have now will grow a good fruiting row. For several years our Premier beds (see picture) have been among the best we have grown, making just as many plants as Blakemore, Temple, Sparkle and others usually considered real plant makers. You will make no mistake in getting Premier plants from this stock. Price list page 31.

It is an old story, but here are some comments from growers who have found out for themselves what Premier will do:

Jasper Co., Ill., Mar. 6, 1948. "Last spring, 1947, I picked and sold 214 quarts of Premier from 200 plants set, besides several quarts that rotted because of wet weather. Everyone raved about their size and beauty."

—Mrs. Wilbert Fear

Carroll Co., Md., Feb. 25, 1948. "The 1,000 Premier strawberry plants I bought in 1946 reached me in fine shape and I believe every one has grown. I picked a wonderful crop of berries in 1947, although the frost took the first bloom."—J. F. Alban.

Worcester Co., Mass., Mar. 4, 1948. "From 50 Premier plants set in 1946 we picked 99 quarts, of which 10 or 12 quarts of later pickings were small but good."—W. T. Aldrich.

Chenango Co., N. Y., May 17, 1948. "I am very much pleased with the Premier berry plants I bought from you two years ago. They bore the most berries last year of any I ever raised."—George Shorter.

Day Co., S. Dak., June 26, 1948. "For your information Premier and Catskill are the best yielders here."

—Arthur R. Lundquist.

Lawrence Co., Pa., April 14, 1948. "Enclosed find order for 1,500 Premier plants. I got 1,000 Premier plants last year that will bear this spring. Several berry men say I have the best looking patch they have ever seen."

—Lawrence Majors.

Clermont Co., Ohio, Jan. 27, 1948. "There are other strawberries I like to pick better than Premier, but I still think that they are the most dependable of them all. One thing I like about the Allen Co. You tell the bad as well as the good point of all varieties, while some nurseries try to make people believe everything they sell is perfect. Your way of explaining these things will make you a lot of lasting friends."—B. E. Spurgeon.

SUWANNEE A new berry originated (Missionary X Premier) by the U. S. D. A. Very early—very free grower—and very fine quality. Considered the best home garden berry the southern States have ever had. The berries are rather long and pointed, fairly light and very attractive. It should not be left out of any southern states berry garden. Price list, page 31.

DORSETT At its best there is no better berry. At its best it is equal to Premier in plant growth and productiveness and in size and firmness of the berries. Superior to Premier in quality and appearance of the berries.

But—Dorsett is not always at its best. It is susceptible to frost injury, so cold, frosty sites must be avoided. It is a weak pollinizer, so keep rows thin to make pollination easier. For the same reason, don't overfertilize Dorsett. Furthermore, Dorsett seems to have weakened in vigor and plant growth by a virus disease which, experts tell us, is also reducing the vigor and productiveness of Catskill and some of the other major varieties. However, don't let our frank talk run you away from Dorsett if you can grow it. Dorsett is a real money maker for those who have the conditions and the "know how" to make it do its best. Price list, page 31.

SUWANNEE



Fine quality, Early berry for the South

HOWARD No. 17 Same as Premier. This variety was first introduced as Howard No. 17. It is still known and grown as Howard No. 17 in New England and a few other areas. Call it Premier or call it Howard No. 17, it is still the safest berry to plant.

SUPREME STRAWBERRY QUALITY

You've Never Tasted The Best If You've Never Tasted Fairfax

FAIRFAX

Fairfax generates more enthusiasm among berry consumers than any variety grown. Its quality is irresistible when once grown and tasted. As a home garden berry to serve on your own table, where variety differences are known and evaluated, no variety is so universally liked as Fairfax. At roadside markets, where regular customers come back day after day, no variety is called for more than Fairfax. In fact the dark color, which Fairfax berries take on after being held, in many places has become a mark of quality. "Give me some of those large, dark berries," they say.

Royal quality is the thing that sets Fairfax apart as a home garden variety and in any close-to-consumer market. However, Fairfax is good enough in other ways to be an outstanding commercial variety. Here are some of the reasons:

Plant growth—Very vigorous and healthy. Plants larger, stronger than Premier. Leaves of our Fairfax plants this year are so dark, bluish green they are almost black—brimful of life and vitality. Where beauty of foliage is the aim, as in border plantings, Fairfax is the favorite.

Plants are productive. Not as productive as Premier, Catskill or Midland but yields of 5,000-8,000 quarts per acre are not unusual.

Berries ripen early in Maryland, becoming Midseason in New York and New England.

Berries are beauties—resembling Chesapeake when first picked becoming dark, almost purple when held several days.

Berries are solid. Fairfax berries are just as firm and will keep as long as Blakemore. However, after several days they become dark, almost purple. Even then they stand up for several days unless conditions are so wet and hot that no berries will keep.

Berries are excellent for freezing. Not so good commercially because of the dark color, but fine for freezing at home where the quality is appreciated.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money

*Fairfax Berry—
Supreme Quality*



Friends of Fairfax...

Carroll Co., Ind., Apr. 19, 1948. "Enclosed find order for Premier and Fairfax plants. If Premier are not available send Midland, but we sure want the Fairfax as they are tops to eat. We certainly have had lots of nice berries the last few years. In 1946 we picked over 300 quarts from 150 plants, one row each of Fairfax and Premier."—Carey Oyler.

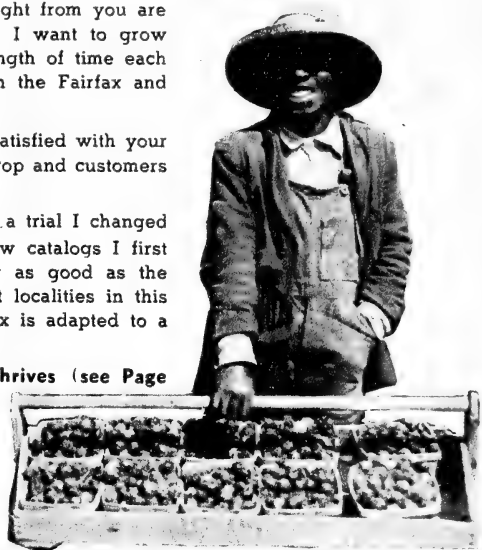
Mercer Co., Ky., May 24, 1948. "The strawberry plants bought from you are growing beautifully. I will want several thousand next year. I want to grow fancy berries for a local market and would like to know the length of time each variety will continue to bear. I am very much impressed with the Fairfax and Fairpeake."—T. S. Johnson

Dodge Co., Nebr., Feb. 21, 1948. "Just to tell you I am well satisfied with your plants. Redstar and Fairpeake are fine, but Fairfax is my main crop and customers crowd."—O. E. Henning

Wake Co., N. C., Dec. 29, 1947. "Before I gave the Fairfax a trial I changed varieties several times. Now every time I get one of your new catalogs I first turn to the last page, List Page, to see if you have anything as good as the Fairfax. Since 1893 I have grown strawberries in five different localities in this state. It is fortunate that a variety of such excellence as Fairfax is adapted to a variety of soils."—C. L. Newman

Fairfax is widely adapted in the section where Premier thrives (see Page 8). It is generally superior to Premier in the southern part of the "Premier territory" and perhaps not quite so rugged in the "roughest" of the northern areas. Nevertheless, we frequently get letters from growers who find Fairfax very hardy and very productive, even as compared with Premier, Catskill and other varieties of "eskimo" hardiness. Price list, page 31.

The Big Grin



TENNESSEE SHIPPER

A new variety (Missionary X Blakemore) originated at Tenn. Agricultural Experiment Station. An early, pointed, attractive and very firm berry introduced as a shipper. With us it is a very vigorous grower, making less plants but larger ones than Blakemore, quite productive and very good looking. We like Tennessee Shipper very much but the berries with us run a little too small to compete with Midland. In Tennessee and Kentucky it is making a great record. Well worth a try in regions that have Blakemore and Aroma as leading kinds. Rated very high as a berry for freezing. Tennessee Shipper is a variety patented by the University of Tennessee. We can sell you Tennessee Shipper plants only with the understanding that you are not to propagate them for sale to others. Price list, page 31.

KLONMORE

Is strictly a berry for a part of the south—the lower part of the Gulf states, Florida, and the Eastern coast area of Georgia. A cross of Klondyke and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated Klonmore is much better in quality and is said to be more productive than Blakemore, Klondyke or Missionary. Price list, page 31.

SENATOR DUNLAP

A fine old variety that has been grown in the Middle and Northern states for many years. It is an extremely vigorous grower, making lots of plants, which are very productive. Berries are medium in size, a bright rich red clear through, and of good quality. One of the best for canning. The hardiness of Dunlap plants makes the variety a favorite where the cold winters injure weaker kinds. Canada, Maine, Iowa, Minnesota are among the places where Dunlap is appreciated. Of this variety we have the largest and best stock in years. Here's the place to get your Dunlap plants. Price list, page 31.

MISSIONARY

Leading berry in Florida and popular in other Southern states. Missionary will do well on almost all soils, but will do better than most on the lighter soil types. The berries are medium in size, dark red in color, rather tart quality and attractive in appearance. It is a very good shipper and is also a favorite with the "cold pack" or "juice" man. Price list, page 31.

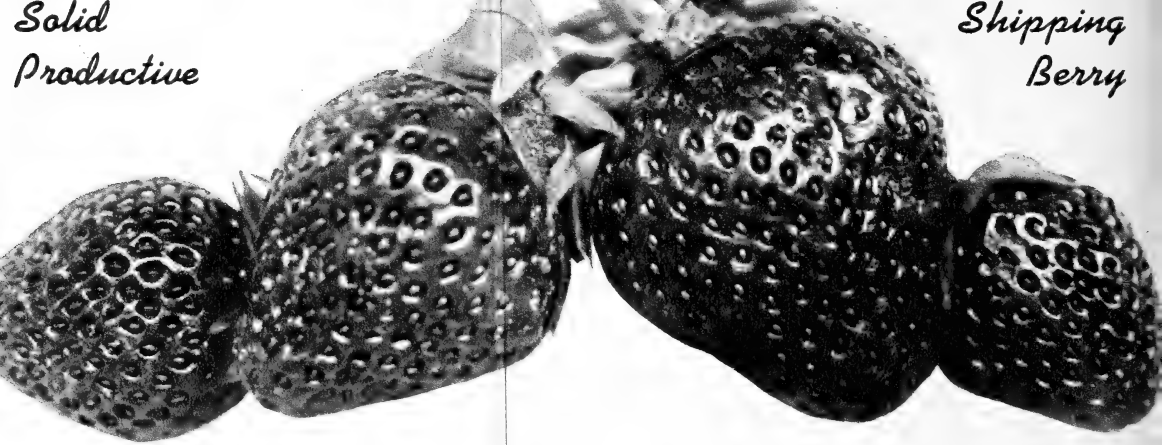
MAYTIME

U. S. D. A. seedling released in 1941, is vigorous in growth and similar to Blakemore; berries firm, light, good quality. Earliest of all varieties; has done well in Maryland, Missouri, Pennsylvania and other areas. Well worth trying. Price list, page 31.

BLAKEMORE

*Early
Solid
Productive*

*A Great
Shipping
Berry*



BLAKEMORE leads all other varieties—North or South, East or West—in total production and total acres planted.

BLAKEMORE is the best early shipping berry the Southern states have ever had. It does well as far north as Maryland, southern New Jersey, and the Ohio Valley. With few exceptions, it is not recommended farther north. Performance alone brought Blakemore its great popularity and lightning-like spread over the southern and lower middle states. In many areas, it revived a lagging berry industry. Here are some of the things which made Blakemore's wonderful performance possible:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety ever known and still make money for the grower.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm

may partly explain this. As fresh fruit, they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Yellows resistant plants—Due to the nature of Blakemore yellowing, no one can know for sure that their stock is yellows-free. However, for three straight years, we were not able to find any trace of yellows either in our stock plants or in our fields. This year there is a trace, but no more than can be completely rogued out. You will get plants that are highly yellows resistant—all that any grower can guarantee.

**SOUTHERN GROWERS—ALL BLAKEMORE GROWERS—SET BLAKEMORE FOR VIGOR,
PRODUCTIVENESS AND PROFIT. PROTECT YOUR PROFITS WITH ALLEN'S
YELLOWS-RESISTANT BLAKEMORE PLANTS. PRICE LIST, PAGE 31.**



Fine Beds of Midland Plants

MIDLAND

It might well be said that Midland is the best all-around variety of strawberries ever introduced if it made plants a little more freely. Midland has so many points of unusual merit that it is best described by comparing it with other leading berries. So here goes: Midland berries average large, just as large as Catskill, Chesapeake and the other big ones. Quality Superb—Very near the top, not quite as good as Fairfax and Fairpeake, but many of our customers disagree with us on this point. Firmness: The berries are unusually firm, fruit of the same size is just as solid as Blakemore and other well known shipping berries. Beautiful: Berries are very attractive, darker than Premier, lighter than Fairfax, glossy skin, occasional slight green tip detracts very little. Tops For Freezing: Tests made by the Maryland Station and other places show Midland one of the best of all varieties for commercial or home freezing. Tremendous Cropper: For heavy yields Midland rates with Premier, Catskill and other master croppers in total quarts per acre.

Plant Growth: Midland makes strong, vigorous, individual plants, sometimes plenty for a good fruiting bed, sometimes not enough. In the last three years, since we have considered Midland a major variety, our own record of plant production with Midland is this: 1946, good growing year, plenty of plants with beautiful wide beds; 1947, mostly very dry, very poor beds with few plants; 1948, too much rain, with one severe hot spell, good strong plants, fine beds, but plants not too numerous. **IN PLANTING MIDLAND** be sure to get GOOD plants, use good soil and pet them a little, as should be done for a variety which might well be called **THE BEST STRAWBERRY IN THE WORLD**. Price list, page 31.

MIDLAND NEWS

To save space we are not naming authors of these news items, but they can be had upon request.

CONN. "My Midland beds have a very heavy crop. The berries are nearly all perfect and the largest berries I ever raised."

ILL. "Midland is the best berry I ever saw."

KANS. "Midland stood the bad conditions here better than five other varieties."

MD. "Have grown strawberries for many years but never had a better yielder nor a more profitable berry than Midland. Quality equal to Fairfax. Midland stood spring frost much better than Premier and out yielded Premier two to one. All my customers wanted Midland."

MO. "Midland were outstanding here last year."

N. J. "Midland outstanding: large firm berries and a good crop. Last year, an extremely wet season, Midland was out in front with Catskill second."

PENNA. "I want only Midland as I am sure of the best berry I ever had. I can not fill my orders for it. If customers once see them they always come back for more."

CONN. "Midland nearly ideal in every respect."

N. C. "Midland top yielder at Raleigh."

N. Y. "Midland nearly as early as Premier, very large, very productive. They did not rot and I am delighted with them. They are much better flavored than Premier, splendid keeper and best of all for freezing."

..TEMPLE..SPARKLE..FAIRLAND

These three fine new varieties have several things in common; outstanding is the very robust plant growth which they all have. They could well be named VIM, VIGOR AND VITALITY. Typical are the few rows of Sparkle shown in the picture.

For resistance to red stele root rot these varieties are named by experts as being the most promising of any kinds yet introduced. All of them have a common parent, Aberdeen, which carries this red stele resistance to a very high degree but is not as fine a variety in other respects as these three rugged new kinds. In fact those sections that have been bothered with red stele can well rebuild a profitable strawberry industry around one or more of these three.

For productiveness **Temple, Sparkle and Fairland** rank up with the best, like Premier, Midland and Catskill. Probably Temple is slightly more productive than Sparkle and Sparkle better in this respect than Fairland although all of them produce abundant crops.

Too Many Plants? All of these varieties under favorable conditions make so many plants that there might be a tendency to rot in very wet years and to be rather small in very dry years. Some restrictions of runners in good growing seasons could largely overcome this danger.

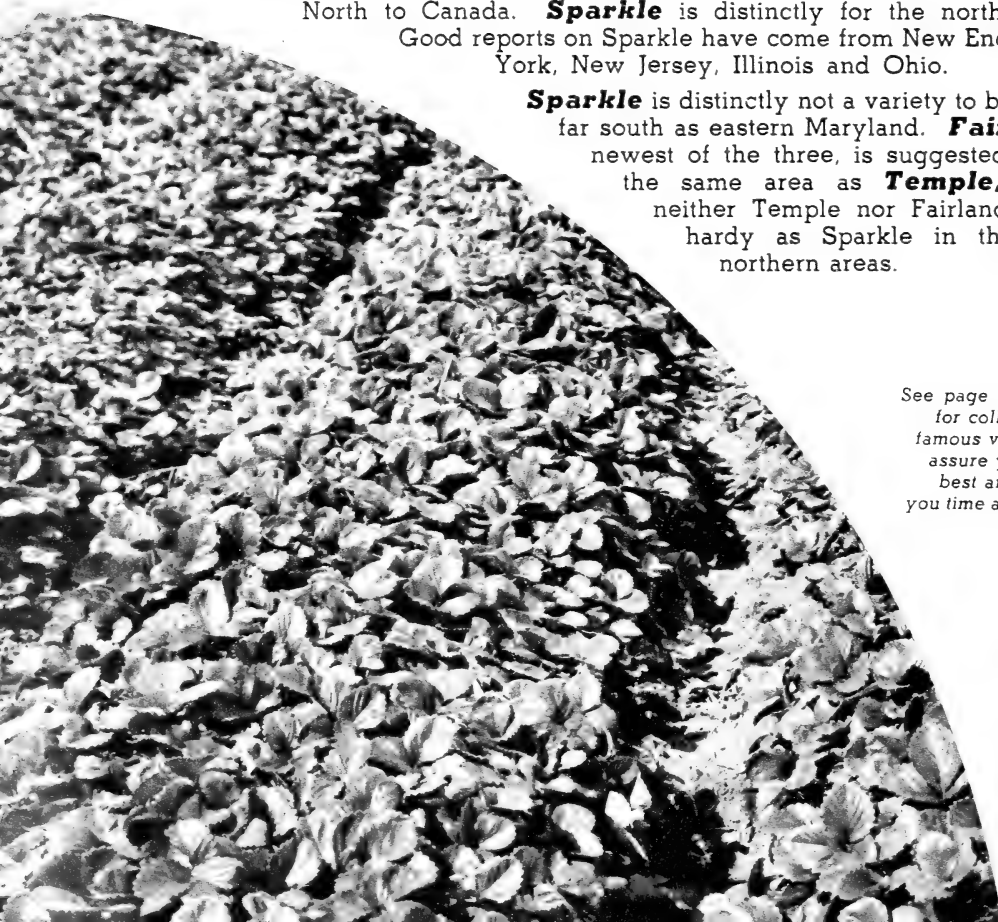
Unfortunately all of these varieties tend to be midseason in ripening, with **Temple** a day or two ahead of **Fairland** and Fairland a day or two ahead of **Sparkle**.

Adaptation: So far as a few years' trial has shown, Temple is adapted to nearly all of the Premier territory, from Virginia and Kentucky on the South, and North to Canada. **Sparkle** is distinctly for the northern states.

Good reports on Sparkle have come from New England, New York, New Jersey, Illinois and Ohio.

Sparkle is distinctly not a variety to be grown as far south as eastern Maryland. **Fairland**, the newest of the three, is suggested for about the same area as **Temple**, probably neither Temple nor Fairland being as hardy as Sparkle in the extreme northern areas.

See page 28 and 29
for collections of
famous varieties to
assure you of the
best and to save
you time and money



TEMPLE..SPARKLE..FAIRLAND..

Description of berries: **Temple** berries average large in size, and attractive in appearance, becoming rather dark on holding; berries are much firmer than either Fairland or Sparkle and are well accepted on the market as a high quality shipping berry. In this section of Maryland Temple within two or three years has become the most widely grown of all varieties, even on soil not infected with red stele; in quality the berries of Temple, Sparkle and Fairland are all very good, better than Premier and Catskill, not as good as Fairfax and Fairpeake. **Sparkle** berries are only medium in size, even in areas where it is best adapted. This is the biggest handicap to Sparkle as a variety. Grown as far south as Maryland, Sparkle berries are rather soft. However in New York state they are firm enough. As its name indicates, Sparkle berries are round, rich in color, with a shiny, sparkling skin which makes them very attractive. As a freezing berry it is one of the best. Northern growers should not fail to try Sparkle. **Fairland** berries have a beautiful bright color, almost as light as Blakemore, although not so firm. They are very attractive in the package and should bring top market prices where shipping distances are not too great. Fairland has shown enough susceptibility to frost injury so that we conclude it is not quite as hardy as either Temple or Sparkle. Berries average larger in size than Sparkle or Blakemore, probably running as large as Temple on the average.

Growers who are in areas troubled with red stele should try all three of these varieties to find the one best adapted to their conditions. Growers in other areas, particularly those who are having trouble getting a good plant bed from the varieties they have been growing, should try one or more of these kinds. They really do grow and they really do bear big crops. Price list, page 31.

ROBINSON

(Scarlet Beauty)

Here is a new variety that has built up a great reputation and a large following in Michigan, especially in the Benton Harbor section of that state. Excellent reports have also come from Kansas, Indiana, Tennessee, West Virginia and Ohio. Results in Maryland have not been too favorable, the trouble being that the berries are too soft to make a satisfactory shipping berry, many of the berries are quite prominently ridged and the quality is rather poor.

In the other areas from which reports have come Robinson berries are apparently a little firmer and better quality than they are here, so that the large size and bright color have taken well with buyers and made Robinson a money-maker for some growers. A Michigan plant grower in the Benton Harbor section writes us that Robinson has largely replaced Premier in that area, 98% of his own orders being of the Robinson variety. He states further that in his opinion that 90% of the berries in that area are Robinson, the balance mostly Premier. A recent letter from a state official in Michigan advises us that "Robinson has increased in popularity in Michigan up to this year. This season the variety seems to be quite susceptible to hull rot which caused some growers serious losses, so serious that some of them said they did not think they would plant any more at present." Robinson makes a vigorous plant growth and lots of plants, not quite as rank as Temple or Sparkle, but almost completely healthy, resembling Premier.

We are rather critical of berry quality, but it seems to us that Robinson berries are rather tart without the flavor which makes a tart berry good. It is like Lupton in that vigor, productiveness, size and appearance make Robinson commercially profitable, but a good one to keep out of the home garden. We have some very fine Robinson plants. Price list, page 31.

*Robinson Berries—a Money Maker
which Rivals Premier in some sections*



For Many Years Catskill has Produced Larger Crop

Catskill has been the most popular, most productive and most profitable midseason berry in all the Premier territory. (See page 8.) In fact many growers have found Premier for early and Catskill for midseason-to-late an unbeatable team for making money from commercial crops of strawberries.

Where good beds of both varieties have been grown Catskill may be slightly more productive than Premier and this great productiveness has been a main reason for its continued popularity. Even as far south as Maryland we believe our record several years ago of 32,000 quarts of marketable berries on three acres is absolute tops for any field of its size of any variety in this section. Yields up to 15,000 quarts per acre have been reported in New York and some of the New England states.

Big Berries. Catskill will produce not only a greater total yield but a larger quantity of big berries than any other leading variety. Of course there are some medium sized berries, but they are "in addition" and not "in place of" a big yield of big berries. The new Midland rivals Catskill in size of berries.

Good Berries. Catskill berries have very good quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They're really good to eat. Catskill berries have been rated very satisfactory when frozen. Catskill berries, by the way, contain a very high percentage of Vitamin C, having one of the highest contents of this important Vitamin of any variety yet tested.

Pretty Berries. Catskill fruit has a fresh green cap and an attractive light red color which makes them very showy in the package. The very large primary berries are somewhat ridged but the late ones are smooth and uniform.



CATS

Catskill

Clinton Co., Iowa, July 11, 1947. "I purchased Catskill in 1946. In what many growers considered an early season, I fruited 600 quarts of top quality berries. Catskill was too and matched any late varieties that appeared."

Kennebec Co., Maine, May 24, 1948. "I purchased Catskill for they were the best strawberries I ever raised."

Cumberland Co., Maine, Jan. 6, 1948. "I purchased Catskill with it. In 1946 I had 300 Catskill plants and fruited 600 quarts of wonderful berry."—Leon C. Rideout.

Hampshire Co., Mass., Dec. 4, 1947. "The Catskill berries are unsurpassed—20 to 30 runners per plant."

Nassau Co., N. Y., March 17, 1948. "I purchased Catskill and fruited them all picked. They bear so many."—Harold C. Ream.

Cambria Co., Penn., Sept. 16, 1948. "I purchased Catskill of their size."—Robert K. Ream.

Berks Co., Penna., Sept. 10, 1948. "We purchased Catskill in the spring of 1945 and wish to thank you for the Catskill and Midland were outstanding and profitable."

Los Angeles Co., Calif., Oct. 11, 1948. "We purchased two acres of Catskill were tops last summer."

Bigger Berries than Any Other Midseason Variety.



K I L L

Comments

100 Catskill from your firm in the spring of a favorable growing season because of excessive size. They held their size through and firmness in the market. That is what your Catskill did."

—F. H. LePrevost

"You did not have the Catskill berry plants in my strawberry book today and was pleased with a very nice crop in 1947. The Catskill is a

"All plants I obtained from you in the spring of 1947. I might not get a good crop of Catskill and sure was proud

"I am very well pleased with the plants we ordered from you. Of the varieties we grew, we wish to order more of these varieties."

Lawrence O. Ruhf

"Your plants are the best in the country. My crop was 18,000 pints."—Stanley Rogers

Firm Berries. More solid than Premier, just as firm as Dorsett. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets. In harvesting many fruit crops of Catskill we have found that it stands rain at picking time very well, much better than other varieties which are actually firmer.

In fact reports from a number of growers indicate that one of the reasons that Catskill rivals Premier in many areas, even replacing it sometimes, is because Catskill is much less susceptible to rotting in wet seasons. Another thing which has been reported is that Catskill has proved to be a better freezing berry in areas where commercial freezing is carried on.

Plant Growth. Catskill plants normally make a moderately vigorous plant growth with enough new runners for satisfactory fruiting beds. On very rich soil they may have to be thinned a little. Like most of the New York varieties Catskill shows a

little leaf spot when grown as far south as Maryland, but never enough to reduce the crop. It must be admitted that in some areas Catskill has not retained all the great vigor and productiveness that it had when introduced in 1932. In a few areas it has not been possible to grow Catskill successfully. In others, even granting its reduced vigor, Catskill will still produce more quarts of big berries than any other midseason berry. Where trials have indicated that Catskill has slipped, Temple, Sparkle, Robinson and Big Joe are probably the best midseason berries to replace Catskill.

We hope you won't give up Catskill unless you are sure you can't grow it, because Catskill is still the "Champ" among midseason varieties even though it doesn't win every round everywhere. Price list, page 31.

* See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money

For Many Years Catskill has Produced Larger Crops of Bigger Berries than Any Other Midseason Variety.

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Where good beds of both varieties have been grown Catskill may be slightly more productive than Premier and this great productiveness has been a main reason for its continued popularity. Even as far south as Maryland we believe our record several years ago of 32,000 quarts of marketable berries on three acres is absolute tops for any field of its size of any variety in this section. Yields up to 15,000 quarts per acre have been reported in New York and some of the New England states.

Big Berries. Catskill will produce not only a greater total yield but a larger quantity of big berries than any other leading variety. Of course there are some medium sized berries, but they are "in addition" and not "in place of" a big yield of big berries. The new Midland rivals Catskill in size of berries.

Good Berries. Catskill berries have very good quality. They are somewhat better than Premier and when fully ripe have much of the delicious flavor of the old Marshall. They're really good to eat. Catskill berries have been rated very satisfactory when frozen. Catskill berries, by the way, contain a very high percentage of Vitamin C, having one of the highest contents of this important Vitamin of any variety yet tested.

Pretty Berries. Catskill fruit has a fresh green cap and an attractive light red color which makes them very showy in the package. The very large primary berries are somewhat ridged but the late ones are smooth and uniform.



CATSKILL

Catskill Comments

Clinton Co., Iowa, July 11, 1947. "I purchased 400 Catskill from your firm in the spring of 1946. In what many growers considered an unfavorable growing season because of excessive rainfall, I fruited 600 quarts of top quality berries. They held their size through and firmness too and matched any late varieties that appeared on the market. That is what your Catskill did."
—F. H. LePrevost

Kennebec Co., Maine, May 24, 1948. "I was sorry you did not have the Catskill berry plants for they were the best strawberries I ever raised."—Percy Robinson

Cumberland Co., Maine, Jan. 6, 1948. "I received my strawberry book today and was pleased with it. In 1946 I had 300 Catskill plants and got a very nice crop in 1947. The Catskill is a wonderful berry."—Leon C. Rideout.

Hampshire Co., Mass., Dec. 4, 1947. "The Catskill plants I obtained from you in the spring are unsurpassed—20 to 30 runners per plant."—Louis F. Clark

Nassau Co., N. Y., March 17, 1948. "I am afraid to set too many Catskill. I might not get them all picked. They bear so many."—Harold Van Sise

Cambria Co., Penn., Sept. 16, 1948. "I had a very good crop of Catskill and sure was proud of their size."—Robert K. Ream

Berks Co., Penna., Sept. 10, 1948. "We were very well pleased with the plants we ordered in the spring of 1945 and wish to thank you for the extra plants. Of the varieties we grew Catskill and Midland were outstanding and so we wish to order more of these varieties."
Lawrence O. Ruft

Los Angeles Co., Calif., Oct. 11, 1948. "I think your plants are the best in the country. My two acres of Catskill were tops last summer picked 28,000 pints."—Stanley Rogers

Firm Berries. More solid than Premier, just as firm as Dorsett. If picked when ready and shipped moderate distances, Catskill is firm enough to stand up in fine condition. There is no trouble at all in handling Catskill for local and nearby markets. In harvesting many fruit crops of Catskill we have found that it stands rain at picking time very well, much better than other varieties which are actually firmer.

In fact reports from a number of growers indicate that one of the reasons that Catskill rivals Premier in many areas, even replacing it sometimes, is because Catskill is much less susceptible to rotting in wet seasons. Another thing which has been reported is that Catskill has proved to be a better freezing berry in areas where commercial freezing is carried on.

Plant Growth. Catskill plants normally make a moderately vigorous plant growth with enough new runners for satisfactory fruiting beds. On very rich soil they may have to be thinned a little. Like most of the New York varieties Catskill shows a

little leaf spot when grown as far south as Maryland, but never enough to reduce the crop. It must be admitted that in some areas Catskill has not retained all the great vigor and productiveness that it had when introduced in 1932. In a few areas it has not been possible to grow Catskill successfully. In others, even granting its reduced vigor, Catskill will still produce more quarts of big berries than any other midseason berry. Where trials have indicated that Catskill has slipped, Temple, Sparkle, Robinson and Big Joe are probably the best midseason berries to replace Catskill.

We hope you won't give up Catskill unless you are sure you can't grow it, because Catskill is still the "Champ" among midseason varieties even though it doesn't win every round everywhere. Price list, page 31

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

BIG JOE

A fine old variety that ranks next to the best in all-around value. In some sections where well adapted Big Joe could very well be the very best midseason berry. Big Joe makes plenty of plants for big fruiting row, but usually needs little thinning because individual plants are so big and strong.

Plants are moderately productive of big brilliant red juicy berries. Prominent red to yellow seeds and a big green top combine to make Big Joe a very showy and attractive berry. Berries are fairly firm, as good shippers as Catskill, and on the local auction market often sell with Chesapeake.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields. Big Joe often being called improved Lupton. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful. Price List, page 31.

*Big Joe
Beauties*

TENNESSEE BEAUTY

A new variety from Tennessee. A scientific cross, Premier X Missionary, same parentage as Blakemore. Tennessee Beauty makes a vigorous growth with plenty of new plants. They are very productive. Berries are medium to large in size, a bright shiny attractive red color, and quite firm—solid enough for a shipping berry. First and largest fruits generally wedge shaped, others round, conic. Quality good. Tennessee Beauty berries hold their light color well, so if further tests continue favorable it may replace Aroma or Catskill as a late berry with some growers. Tests in Tennessee have shown a very high percentage of No. 1 berries as compared to Blakemore. Also rated very high as a berry for freezing. Well worth trying in the southern and lower middle states. Tennessee Beauty is a patented variety that we can sell you only with the understanding that you are not to propagate them for sale to others. Price list, page 31.

PATHFINDER A seedling of Aberdeen, originated by Dr. J. Harold Clark and introduced several years ago by the New Jersey Station. Pathfinder is a vigorous grower, making large strong plants but not making plants in as great numbers for the last few years as they did formerly. Pathfinder plants are very productive. Pathfinder should be grown from Central New Jersey north as a second early or early midseason variety. On heavy northern soils where it is adapted Pathfinder berries run medium to large in size, unusually uniform in shape, firm enough for local or nearby market, of good quality and attractive in appearance. Pathfinder is not good in the South or lower middle states, but in the North is a volume producer of satisfactory berries that good growers turn into handsome profits. Price list, page 31.

ABERDEEN This variety is no good as far South as Maryland. It is vigorous, healthy grower and very productive of large, light colored attractive berries. But they are of poor quality and very soft—being more subject to sunscald following a shower at picking time than any variety we have grown. In the North where grown on heavy soils and close to market, the large size, heavy yielding and attractive appearance of the berries have made Aberdeen a big profit maker for some growers. Aberdeen is very resistant to the red stele disease. Aberdeen has been used to breed improved red stele resistant varieties, notable among which are Temple, Sparkle and Midland. Price list, page 31.

FAIRPEAKE

None Better --- Ever

Fairpeake is just as good to eat as Fairfax, both of them stand at the peak in quality.

Some varieties, such as Premier, Catskill and Temple, are quantity producers mainly. Others, such as Fairpeake, are quality berries mainly. We are very pleased to report that tests over a fairly wide area have indicated that Fairpeake is not only one of the best two varieties grown for quality but is good enough in other ways to make a good all around berry. We predict that Fairpeake will become much more widely grown as it becomes better known.

Plant Growth—Very vigorous, healthy, robust. Makes more plants and larger, stronger ones than Chesapeake but needs little or no thinning. Growth like Fairfax but taller, larger leaves.

Productiveness—Much more productive than Chesapeake, about same as Fairfax.

Size of Berries—Very large average size—as large as Chesapeake.

Appearance—Very beautiful berries. Not quite as evenly shaped but just as pretty as Chesapeake. See basket of Fairpeake berries below.

Firmness—Ranks high. Firm enough to ship well. Like other late varieties Fairpeake should have a rich moist soil to bring out fully its wonderful possibilities. Recommended for about the Premier territory. Hardiness has not been fully proved—but it is ok so far. It blooms so late the blossoms are really "hard to get."

*Fairpeake Berries, Finest Quality—
As Good as Fairfax. 'Nuff said.*

The thing that lingers after eating Fairpeake is the marvelous quality of the berries. They really taste like more. Without hesitation we recommend that every one, home gardener, small grower or large grower, try some Fairpeake. Where quality counts Fairpeake just can not be pushed aside. Price list, page 31.



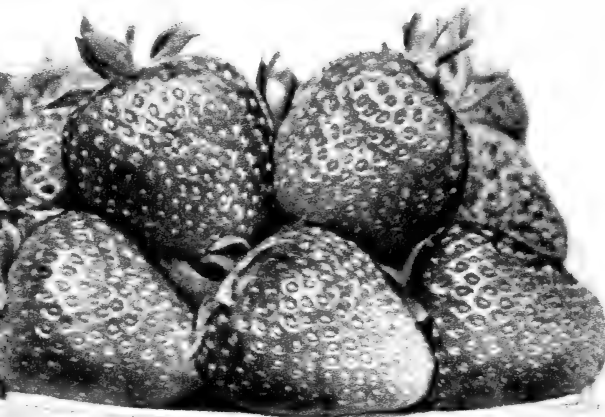
CHESAPEAKE

The Aristocrat of Strawberries

Chesapeake has always had a host of friends who consider it about the last word in fancy strawberries in beauty, size, rich color, firmness, attractiveness, in all of those qualities which make a strawberry ship well and sell well. But it has generally been admitted that Chesapeake is a shy plant maker and not too productive, perhaps because the plants were not there to produce. However, the strain of Chesapeake we have had for the last several years has made new runner plants much more freely and yields have been better.

Chesapeake is nearly frost-proof because it blooms so late in the season, but in very cold climates it is susceptible to winter injury and should be well mulched before hard freezing occurs.

Under normal conditions all Chesapeake berries, even the very last ones, reach a good marketable size. The brilliant red flesh color, the prominent golden yellow seeds and the fresh green caps, make Chesapeake one of the most attractive of all strawberries. The quality is excellent, differing from Fairfax but considered by many close to it in taste and flavor. As a shipping berry Chesapeake stands out. Price list, page 31.



LUPTON An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color, very attractive, very firm. Good shipper. Quality very poor not good for gardens but a moneymaker for many growers who ship their berries. Price list, page 31.

GANDY An old standard, very late variety. Rank grower, not too productive. Berries large, light color, good quality, but tart, very firm. An excellent shipper. Price list, page 31.

Berries like these bring the buyers back

MASSEY A late shipping berry grown mostly in North Carolina to date. Season through, the highest selling berry there. The only firm southern shipping berry we have seen with high quality. Not very productive in Maryland but from reports produces well in North Carolina. Large average size, round, bright green cap. Moderately vigorous grower. Worth trying in most other parts of South as high quality home garden as well as shipping berry. Price list, page 31.

AMBROSIA A vigorous late berry widely publicized by Michigan growers a few years ago, but grown by very few of them now. We are adding Ambrosia to our list because a few growers have reported from western states that it is very good to withstand drought conditions. Growth vigorous, plants productive, large, bright, firm, fairly good in quality. We have a small stock of nice plants. Price list, page 31.

REDSTAR

The Latest Very Good and the Best Very Late Variety

Redstar—a really great strawberry

PLANT GROWTH AND PRODUCTIVENESS

Redstar makes a very robust plant growth—plenty of large, strong, deeply rooted plants with foliage so healthy and green it might well be on a beautiful ornamental plant.

Those big plants really turn out big crops. They are most productive for a very late variety. A sure cropper because they bloom so late, after frost danger is usually over.

BERRIES

Large average size, with the largest ones broad and slightly ridged. (See picture below.) The only weakness Redstar has showed so far is a tendency to fasciation, which under some conditions not fully known may become serious.

Fine quality—some say next to Fairfax.

Firm enough for distant shipment.

Very attractive with a bright red color which does not turn dark, a tough glossy skin with slightly raised yellow seeds, a light green cap. Pretty as a picture, Redstar Berries entice the eye. They sell well.

THE MOST IMPORTANT THING ABOUT REDSTAR IS LATENESS OF RIPENING

Many days after all other good varieties are through, Redstar will still be turning out berries in abundance! If pickers are scarce you can nearly double your production of fancy berries by stretching out the season with Redstar!

Prices in normal times will be much better because of avoiding local competition with all other varieties!

Grow Redstar in all the Northern States, as far south as Virginia, and West to Missouri.

Grow Redstar on rich moist land and reap a rich reward. We have the plants to start you right. Price list, page 31.

Late Berries for High Prices

CONN.—"Your Redstar has been outstanding on all occasions for production."—E. G. Beach, Litchfield Co.

MO.—"Redstar! Such nice berries I never saw before."—Clinton H. Hoblitzell, Jackson Co.

PENNA.—"Redstar was my best producer—112 quarts of perfect berries from 100 plants."—Blair R. Evans, Montgomery Co.

N. J.—"The 1,000 Redstar plants purchased in the spring of 1946 grew so well some reached the height of 13 inches. This past summer we picked over 1,000 quarts of berries from those 1,000 plants. This was the summer of 1947 when late frosts killed 90% of strawberry blossoms on most varieties in this section. Find your plants superior to any."—Mrs. Rose Scrivani, Cumberland Co.



GEM**Sparkling Beauties**

GEM AND MASTODON

"Our Everbearing strawberries are doing well, Gem outyielding the rest." Note from September, 1948, Wisconsin Horticulture, by E. A. Rosenberg, Waupaca Co., Wisc.

Berks Co., Penna., Apr. 15, 1948. "Last year I planted a few of your Gem strawberry plants and they blossomed terrifically until November. I pinched off the blossoms but they produced strawberries all summer long the first year. I never saw such a prolific bearer." Ralph E. Schoener.

Kent Co., R. I., Feb. 18, 1948. "Two years ago I got 25 of your Mastodon plants. They have been very satisfactory, and I thought I would like to add to them. This was my first adventure with strawberries, so was real pleased with the outcome. They were such nice big sweet berries."—Mrs. Harry Sandsea.

From our own experience over many years we consider Gem a much better everbearer than Mastodon for the production of good fall berries the same year plants are set. Not only will Gem produce more berries in late summer and fall, but they are better berries, brighter, more attractive, more uniform in shape and equally as good in size and quality. This is not always true as probably one-fourth of the reports we get rate Mastodon better than Gem.

Mastodon makes a larger, stronger, more rugged plant than Gem, making it better able to stand unfavorable conditions at and after planting time. Gem, favorably started, will make many more plants, though smaller ones than Mastodon.

Mastodon, with its sturdy plants, almost never "lets you down" completely as Gem could do if conditions were very unfavorable.

As a spring cropper Mastodon is not as good as many regular spring varieties but is always better than Gem and is really a pretty fair spring variety. This ability to produce a good spring crop is good insurance for some return in case conditions do not favor a good fall yield.

Which to choose—Gem or Mastodon?

If your main concern is for summer and fall berries, as many and as nice as possible, choose Gem. Get the plants set early in as good a garden spot as you have.

If your main concern is for just berries—with a good chance at fall berries, but with an assurance of a good crop in the spring, choose Mastodon. Price list for both varieties, page 31.

EVERMORE (Minnesota 1166)

This variety is best adapted to cold climate. In Minnesota and other northern states it has made a good record. Usually makes plants freely and is fairly productive. Berries are rather dark, poor in quality as grown in Maryland, but from reports they are much better in the North. Price list, page 31.

GROWING EVERBEARERS

Everbearing strawberries make a delightful and useful crop for the home garden. They are quite popular with those who like novelties and are willing to put out a little extra time and money to have berries out of season.

You don't have to wait very long. No other fruit crop can touch Everbearing strawberries for quick returns. Plants are set in March or April. Berries are ripening from August to November of the same year.

Strawberries provide one of the best of all sources of Vitamin C, which cannot be stored in the body and, therefore, must be regularly in the diet. Everbearing varieties make possible a continuing and pleasing source of this vitamin all through late summer and fall. It must be admitted that a more economical source would be from berries of the regular spring crop, quick frozen in home unit or frozen food locker. Fresh berries lose very little of their Vitamin C on quick freezing.

Where Everbearers do well, mostly in the northern states, some growers use them successfully as a money crop. Generally, Everbearers are not as certain and sure in their cropping as spring varieties, so before starting out in a fairly big way, try Everbearers in a small way, to see if you have the climate and conditions where they produce berries in satisfactory amounts. Be sure you are right—then go ahead. For profit, it's a good idea to select one of the Everbearers like Mastodon, which makes a pretty good spring crop, even if the fall crop fails.

Everbearing varieties during the first few weeks must build up the strength and vitality to produce fruit this year as well as to continue growth.

Set good strong plants on well prepared land and set them early on soil that is retentive of moisture or where water can be applied or conserved by mulch.

Cut off the spring blossoms as soon as they appear and remove the summer blossom clusters at each hoeing until about the middle of July.

Everbearers give a greater response in fall fruit production to liberal applications of stable manure broadcast before planting than to any one thing we can mention.

Everbearers are often grown by the hill system, as it is thought the plants produce more fruit if runners are removed. Where this system is used plants may be set closer together. Plants 18 inches apart in rows 2 feet apart are not too close for hill culture. We have obtained the highest yields of good berries in regular rows with new runner plants spaced 4-6 inches apart in the bed.

Yields. Everbearing plants set early on good, moist soil should yield one pint or more per plant during late summer and fall. Much better yields are often obtained. Yields as high as 2 quarts per plant have been recorded.



Scene in our packing house. Good plants, carefully handled, well packed and the kind you get for profitable crops.

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1949 will bear their best crop in May or June 1950. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

With fall planting, even if you could get plants that would live and start growing, there would be very few runner plants formed in the fall and a very meager crop of berries the following spring. In addition, you would have the trouble and risk of carrying the plants through two winters instead of one—with mulching and other necessary care—before getting a full crop of berries.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow

a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy (b) it has a high water table (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND?

In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to

WHEN SHOULD PLANTS BE SET?

EARLY! EARLY! EARLY!

The most important single thing in growing strawberries successfully is to set the plants **EARLY**. With no other crop that you grow is early spring setting so **ALL IMPORTANT**.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States April or the first half of May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate of ammonia should not be used in these applications as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorus is O. K.

Whatever the soil preparation and earlier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves



Good plants packed to arrive in good condition

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. apart	20 "	7,128 "

have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed.

Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who cannot normally set plants by April 15th, could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which



TOO SHALLOW JUST RIGHT TOO DEEP

leaves the roots reasonably straight down in the soil, spread some if possible, with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle, a big spoon or in larger fields a horse or tractor drawn transplanter. With plants that have very long roots clipping them off to about 4 or 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture).

HOW FAR APART SHOULD PLANTS BE SET? In general, we recommend setting plants 18 to 20 inches apart in rows $3\frac{1}{2}$ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 ft. you would need about 20 plants.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best—1 to $1\frac{1}{2}$ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds.** At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for some time but if the bud is smothered the whole plant will eventually die.

(2) **Cut off the blossoms at each hoeing.** The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth. Blossoms may be left on vigorous plants of Everbearing varieties after July 20.

(3) **Most of the training of new runners is done at hoeing time.** A well spaced matted row is the best system for getting the largest crops of the best berries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong, new runners out like spokes from a wheel and root them until a fruiting row $1\frac{1}{2}$ to $2\frac{1}{2}$ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled off or cut off.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the Northern States and would be helpful in many fields as far South as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

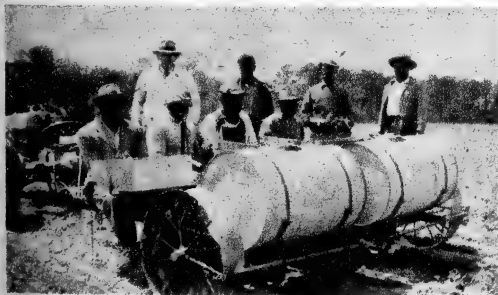
The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F) have occurred but before hard freezing (20 degrees F or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation, it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added, or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. If insect or disease troubles should appear, our FREE circular on STRAWBERRY INSECTS AND DISEASE may be helpful in identifying the cause and applying the remedy.

Don't fail to set strawberry plants this spring, as early as possible. **IN NO OTHER WAY** can you get a full crop of berries in late spring or early summer of 1950. We have no plants of any variety to sell for shipment in June, July, August, September, and October.



Two-row tractor drawn transplanter used for setting large acreage.



Profits ahead from fields like this!

Champaign Co., Ohio, Feb. 23, 1948. "Enclosed please find order for 3,000 strawberry plants. Please ship dormant plants. This makes my third year buying plants from your company--no better plants can be purchased. Last year we picked 300 quarts from 250 Premier plants, with 500 Midland to bear this year." Roy L. Gordley.

Somerset Co., Penna., Jan. 16, 1948. "I received 500 Premier and 500 Catskill in 1946. In 1947 I picked 968 quarts from the 1,000 plants, and lost some on account of a hard freeze and wet weather. I think they did fine. People ask where they can get good plants and I tell them from the W. F. ALLEN Co. A customer for several years." Lloyd C. Sipple.

Providence Co., R. I., June 27, 1948. "I am happy to inform you of fairly good success in a very wet season with the 500 Fairfax plants purchased from you last spring. The other berries we have seen in this section do not touch them in flavor or appearance. They command a good price and are easily sold." Adolph Verte.

Stephenson Co., Ill., Feb. 20, 1948. "I picked 5465 quarts of berries off 6,400 plants I bought in 1946. Lost several hundred quarts because of heavy rains. Midland is the best berry I ever saw." Russell H. Sechrist.

Knox Co., Tenn., March 26, 1948. "We received our order of strawberry plants and were delighted with the strong, sturdy plants. They are the finest we have ever seen." John Bruhin.

We picked 61 full quarts from the 50 Fairfax plants we purchased from you. The first of the crop were berries of exceptional size, larger than most people have ever seen. We sold quite a few for sixty cents a quart with people anxious to get them. From the original investment of \$1.90 we got at least \$30.00 worth of berries.

W. R. Hamilton, Butler Co., Aug. 18, 1948.

See pages 28 and 29 for collections of famous varieties to assure you of the best and to save you time and money.

All-Star Time-Saver

THE BEST TIME-TESTED VARIETIES

Collections A, B, C, D and E include four of the finest varieties ever grown. All four kinds, Premier, Fairfax, Catskill and Redstar, are strong growers, widely adapted and bear bumper crops of big, beautiful, best quality berries. They are what experts would pick after years of study and experience to provide a continuous supply of luscious berries in the family garden all season, from the earliest to the latest. For family garden or small commercial planting, veteran growers, as well as beginners, will do well to choose one of these collections.

PREMIER—the surest cropper of all

FAIRFAX—the finest quality of all

CATSKILL—the bearing-est variety of all

REDSTAR—the latest good berry of all

Collection A— 100 plants— 25 each of the 4 kinds (4 lbs.) \$ 3.75

Collection B— 200 plants— 50 each of the 4 kinds (8 lbs.) 6.25

Collection C— 400 plants—100 each of the 4 kinds (16 lbs.) 10.50

Collection D—1000 plants—250 each of the 4 kinds (35 lbs.) 21.00

Collection E—2000 plants—500 each of the 4 kinds (70 lbs.) 32.00

ADAPTATION

The varieties in all our collections, except the Dixie Garden group, are well adapted from Canada through all the Northern and Middle States as far south as Virginia and Missouri and in higher altitudes of North Carolina, Tennessee and other Southern States.

ORDERING

Order all Collections by name, Collection A, Collection B, etc. Prices do not include delivery charges. Add postage figured from tables on page 30, or if you prefer, send 25c additional for 100 plants, 35c for 200 plants, 60c for 400 plants and \$1.20 for 1000 plants and we will prepay charges anywhere east of the Mississippi River. The larger Collections will go cheaper by express collect beyond the third zone.

MASS.: In 1946 I received from you 100 strawberry plants ordered as Collection A. Last June and July I picked 115 boxes of berries. The excellent production was certainly a surprise. Fairfax was the variety most popular with the purchasers, who marvelled at their beauty, firmness and delicious taste. Fairfax gave us 42 boxes of beautiful berries. Thank you for your wonderful plants.

W. B. CHALKE, Jr.,
Suffolk Co.,
March 28, 1948

COLLECTIONS

THE BEST NEWER TESTED VARIETIES

Collections F, G, H, I and J are made up of four of the most promising new varieties that have appeared in years.

Midland: This fine variety has already made a great name for itself (see description page 12). If Midland made plants a little more freely it would be easy to call Midland the finest variety of strawberries ever introduced.

Temple: Early mid-season variety that has proved to be extremely vigorous and productive. Developed primarily for its resistance to red stele Temple has proved too valuable a variety to be limited in any way.

Sparkle: A new medium-late variety, originated in New Jersey, which is becoming a favorite in some areas because it, like Temple, makes a very robust, healthy plant growth and is very productive. Sparkle too is resistant to red stele and is excellent for freezing.

Fairpeake: Finest quality; the only variety we have as good to eat as Fairfax. Under good conditions makes plenty of large strong plants and a heavy crop of beautiful highest quality berries. (See picture page 19.)

These four outstanding new varieties cover the season: Midland-early, Temple-early mid-season, Sparkle-late mid-season, Fairpeake-late. These collections are highly recommended for the region indicated for home gardens and commercial growers who want a more complete selection. Taken with the varieties in Collections A, B, C, D and E, they really skim the cream from the list of modern high quality, high yielding and fancy strawberries.

Collection F	— 100 plants—	25 each of the 4 kinds (4 lbs.)	\$ 3.90
Collection G	— 200 plants—	50 each of the 4 kinds (8 lbs.)	6.50
Collection H	— 400 plants—	100 each of the 4 kinds (16 lbs.)	10.75
Collection I	— 1000 plants—	250 each of the 4 kinds (35 lbs.)	21.50
Collection J	— 2000 plants—	500 each of the 4 kinds (70 lbs.)	33.00

Dixie Garden Collections

These Collections, S, O and U, include four varieties, all developed and tested in the South; three by the U. S. D. A. and one by the Tennessee Experiment Station. Two of them, Suwanee and Blakemore, are early varieties; the other two, Tennessee Beauty and Massey, are late kinds. Suwanee and Massey are very high in quality, Blakemore and Tennessee Beauty bear tart, firm, brightly colored fruit.

Collection S	— 100 plants—	25 each of the 4 kinds (4 lbs.)	\$ 3.40
Collection O	— 200 plants—	50 each of the 4 kinds (8 lbs.)	5.75
Collection U	— 400 plants—	100 each of the 4 kinds (16 lbs.)	9.50

Do You Know - - -

That strawberries contain nearly twice as much Vitamin C, per unit of weight as oranges and grapefruit; from two to four times as much as ripe tomatoes? That Vitamin C can not be stored in the body? What more delightful way to supply this important item of diet than with fresh berries from your own garden or frozen food locker?

VARIETIES FOR FREEZING

Among the varieties that have proved satisfactory for freezing are Midland, Sparkle, Catskill, Premier, Fairfax, Blakemore, Fairpeake, Tennessee Beauty, Tennessee Shipper, Big Joe and Redstar.

Remember, however, that any strawberries you have from your own garden or from other sources are good frozen if they are good fresh. The fine dessert quality will be held, even though they may not look as good as the better freezing kinds.

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by Money Order, Bank Draft, or Cash in Registered Letter. No C.O.D. shipments, without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from November 1st to May 15th. See paragraph on page 26 "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

Late Shipments. All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER—AND HOW TO SHIP

ORDER as soon as you have decided what varieties and how many you want. Write plainly, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large or if the distance is great.

PARCEL POST. Generally cheapest and most satisfactory for small shipments and larger shipments in nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Postal charges depend upon weight of shipment and postal zone in which you live. From zone guide and rate table below you can estimate postage. Include postage in your remittance, to avoid additional postal charges and delay in delivery on a C. O. D. shipment. Send enough postage as any excess will be returned to you.

RATE TABLE

Zone	1st Pound	Each Additional Pound
2nd	12 cts.	2 cts.
3rd	13 cts.	3 cts.
4th	14 cts.	4 cts.
5th	15 cts.	6 cts.
6th	16 cts.	7 cts.
7th	17 cts.	9 cts.
8th	18 cts.	11 cts.

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas, Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

Price List for Fall 1948—Spring 1949

Description

Page		25	50	100	200	300	400	500	1000	5000
	Early Varieties	plants	plants	plants	plants	plants	plants	plants	plants	plants
12	BLAKEMORE.....	\$.85	\$1.45	\$2.30	\$4.05	\$5.20	\$6.15	\$7.20	\$11.50	\$52.50
9	DORSETT.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
10	FAIRFAX.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
9	HOWARD 17.....	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
11	KLONMORE.....	.75	1.25	2.00	3.50	4.50	5.00	6.25	10.00	45.00
11	MAYTIME.....	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
13	MIDLAND.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
11	MISSIONARY.....	.75	1.25	2.00	3.50	4.50	5.00	6.25	10.00	45.00
8	PREMIER.....	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
11	SEN. DUNLAP.....	.95	1.55	2.50	4.40	5.65	6.80	7.85	12.50	57.50
9	SUWANNEE.....	.95	1.55	2.50	4.40	5.65	6.80	7.85	12.50	57.50
11	TENNESSEE SHIPPER	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
Midseason Varieties										
18	ABERDEEN.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
18	BIG JOE.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
16	CATSKILL.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
14	FAIRLAND.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
18	PATHFINDER.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
15	ROBINSON.....	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
14	SPARKLE.....	1.10	1.80	2.90	5.10	6.55	7.85	9.10	14.50	67.50
14	TEMPLE.....	1.00	1.65	2.60	4.60	5.90	7.05	8.15	13.00	60.00
18	TENNESSEE BEAUTY	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
Late Varieties										
20	AMBROSIA.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
20	CHESAPEAKE.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
19	FAIRPEAKE.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
20	GANDY.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
20	LUPTON.....	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
20	MASSEY.....	1.00	1.70	2.70	4.75	6.10	7.30	8.45	13.50	62.50
21	REDSTAR.....	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.00	70.00
Everbearing Varieties										
22	EVERMORE.....	1.90	3.15	5.00	—	—	—	—	—	—
22	GEM.....	1.90	3.15	5.00	8.75	11.25	13.50	15.65	25.00	120.00
22	MASTODON.....	1.90	3.15	5.00	8.75	11.25	13.50	15.65	—	—

W. F. ALLEN COMPANY

SALISBURY, MARYLAND

All plants f. o. b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

Tennessee Shipper and Tennessee Beauty plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.

FAIRFAX

*Finest quality
strawberry grown*



W.F. ALLEN COMPANY

**Salisbury,
Maryland**



REDSTAR

*Best very late
variety . . .*